

Domino's Sales Dashboard:

Key Insights:

1. Total Revenue & Average Order Value:

- The total revenue is **₹24.54M**, and the average order value is **₹1.15K**.

2. Revenue by Pizza Category:

- The highest revenue comes from **Classic pizzas (₹6.6M)**, followed by **Supreme (₹6.2M)**, **Chicken (₹5.9M)**, and **Veggie (₹5.8M)**.
- **Suggestion:** Since Classic and Supreme pizzas generate the highest revenue, Domino's could introduce new variations or premium toppings for these categories to drive more sales.

3. Revenue by Pizza Size:

- **Large pizzas generate the most revenue (₹11.3M)**, followed by Medium (₹7.5M) and Small (₹5.3M).
- XL and XXL sizes contribute almost nothing, indicating low customer preference.
- **Suggestion:** Consider promotions or combo deals for Medium and Large pizzas to boost sales further. XL/XXL could be phased out or repositioned for special occasions.

4. Revenue by Month:

- Peak months: **July (₹2.18M)**, **May (₹2.14M)**, and **June (₹2.18M)**.
- Low revenue in **October (₹1.92M)** and **November (₹1.93M)**.
- **Suggestion:** Introduce festive promotions or discount campaigns during October and November to boost sales.

5. Revenue by Day:

- **Wednesday generates the highest revenue (₹4.02M)**.
- **Lowest sales on Saturday (₹3.00M)**.
- **Suggestion:** Saturday sales could be improved with weekend special offers or "Saturday Combo Deals."

6. Order Volume by Hour:

- Peak order time is between **12 PM - 2 PM (6.5K orders)** and **6 PM - 8 PM (5.4K orders)**.
- **Suggestion:** Lunch and dinner promotions could be optimized to maximize revenue during these hours.

7. Revenue by Weekday vs. Weekend:

- **Weekdays generate ₹17.8M**, much higher than weekends (**₹6.7M**). **Suggestion:** Introduce weekend family meal combos or discounts to increase weekend orders.